



**Sponsorship
Package
2012**



Sponsorship Package 2012

Introduction

Founded in 1992, the Haliburton Highlands Outdoors Association (HHOA) is a dynamic association committed to the sustainable management of our natural resources. Our goals include: promoting the outdoor sports of hunting and fishing; working towards improving wildlife and fish habitats; and educating members and the public on game and fish management.

Since 1998, the HHOA Hatchery has raised and stocked more than 450,000 fish in over 100 lakes across Haliburton County and surrounding areas. This significant contribution has been key to the rehabilitation of the Haliburton Gold and Kingscote strain of Lake Trout. Other projects have included: lake access clean up, shoal spawning and stream restoration, emergency deer feeding and a wildlife seeding program. In 2012, the HHOA Hatchery will celebrate reaching the half million mark for fish raised in our hatchery and released in Haliburton waters.

The HHOA is supported through our active membership and the hard work and dedication of our more than 50+ volunteers. Community partnerships are integral to our success and have included the Fish & Wildlife Council, local municipalities, Ministry of Natural Resources, County of Haliburton and the Haliburton Highlands Stewardship Council. In 2005, the HHOA formed a partnership with Fleming College's Centre for Alternative Wastewater Treatment to launch a constructed wetlands project. Each year, the hatchery provides connections for local high school and college students to enhance their skills through co-op, internships and volunteering.

A signature tourist destination, the hatchery is open year round for daily tours. By maintaining healthy fish populations and well stocked lakes, the HHOA supports a vibrant tourist industry in Haliburton County. The HHOA hosts several popular annual events including the Wild Game Dinner, Lake Trout Conservation Dinner, fishing derbies and the Fishstock Music Festival. The grounds surrounding the hatchery are used by local soccer groups and has an archery course for all ages and skill levels.

The programs and events run by the HHOA would not be possible without the support of our sponsors and contributors. Your support will directly contribute towards raising awareness for wilderness protection and values. Details of our sponsorship opportunities and how you can customize your brand exposure follow in this package.

Sincerely,

Stacy Kirkbride
HHOA Administrative Coordinator

More about the Haliburton Highlands Outdoors

Mandate and Goals

The Haliburton Highlands Outdoors Association is a dynamic association committed to the sustainable management of our natural resources. Its goals include: promoting the outdoor sports of hunting and fishing; working towards improving wildlife and fish habitats in co-operation with the Ministry of Natural Resources and private landowners; and educating members and the public on game and fish management and on the wise use and conservation of our natural resources.

HHOA goals specifically are:

1. To promote the outdoor sports of hunting and fishing, and to protect the outdoor interests of its members principally within the County of Haliburton
2. To work towards improving local opportunities for hunting and fishing and towards increasing the participation rate in these sports
3. To work towards improving wildlife and fish habitats, including non-game species, in co-operation with the Ministry of Natural Resources and with private landowners
4. To provide education to its members and the public and promote the management, conservation and the wise use of our natural resources
5. To work to improve the safety and ethical record of its sports, and toward improving the public image of hunters and anglers.

The Haliburton Lake Trout Project and the HHOA Fish Hatchery

In October 1997, the HHOA entered into a partnership with the Ministry of Natural Resources and the Ontario Federation of Anglers and Hunters (OFAH) in the development and implementation of a unique pilot project - **The Haliburton Lake Trout Project**. The initiative was driven by the community, local anglers, businesses and organizations with dedicated OFAH and MNR research and fisheries biologists to provide scientific expertise. The objectives of the project were to enhance naturally reproducing lake trout populations by stocking local native lake trout strains in Crown water bodies without adversely affecting the natural populations and so to measure success rates, effects on other fish species; and to understand the biology of the species and the effects and threats from climate change.

The HHOA Fish Hatchery opened its doors in April 2000 and since has raised over 450,000 fish. The goals of the HHOA Hatchery including promoting community involvement in sustaining local fisheries, preserving the Haliburton Lake Trout strain, improving the fragile economic base of the Haliburton Highlands, and promoting public awareness.

Sponsorship Options

There are a number of ways that your organization or business can become involved in assisting the Haliburton Highlands Outdoors Association and the goals of our fish hatchery. We aim to make our facility one of the best of its kind in Ontario. Through donation and sponsorship, you can take advantage of increased exposure through our facility, events and media programs. Your support will contribute directly to all the valuable community programs we operate yearly. These include:

- Annual fish stocking program
- Fish hatchery operations
- Haliburton Gold project
- Kids educational programs
- Walleye Watch
- Lake Stewardship program
- Operation of the visitor Resource Centre
- Field for kids programs
- Shoal-spawning and stream restoration
- Kids fishing program and derbies
- Lake access point clean-up
- Emergency deer feeding program
- Wildlife seeding program

General Sponsorship Benefits

The following benefits are offered with all of our sponsorship packages:

- Tax receipt for all sponsorship donations
- One year recognition on our website "Supporters" page
- V.I.P tickets to the Fishstock Music Festival
- Honorary one year HHOA Business Membership
- Certificate of Recognition
- Opportunity to offer special discounts and promotions to HHOA Members
- HHOA Event and Program Discounts

The following sponsorship packages offer their own unique benefits and can also be customized to suit the needs of your business or organization.

Exclusive Naming Sponsorship: \$1,000-\$15,000

We offer a limited number of opportunities to put your business in front of thousands of visitors to our facility. The following 'naming' packages are available:

- Fish Hatchery Building \$15,000/yr
- Event sites from \$3,000/yr
- Walleye and Trout Pond \$2,000/yr
- Archery Range \$1,000/yr
- Trails \$1,000/yr

Package A: Gold \$5,000

- Large logo on all printed promotional materials and signage
- Banner ad link on HHOA website
- Inclusion in news releases, community event postings and newsletters
- Newsletter article spotlight on your business/organization
- Logo on all e-mail blasts
- 25% off all meeting room rentals
- Newsletter Advertising (4 quarterly issues)
- Signage and promotional materials distributed at all HHOA events

Package B: Silver \$2,000

- Small logo on all printed promotional materials and signage
- Rotating banner ad link on HHOA website
- 15% off all meeting room rentals
- Name and link on all e-mail blasts (no logo)
- Promotional materials (no signage) at all HHOA events
- Newsletter Business Card Ad (4 quarterly issues)

Package C: Bronze \$500

- 125 x 125 sidebar button ad on HHOA website
- 'Supporter' mention in Newsletter (4 quarterly Issues)
- Name on e-mail blasts (no logo or link)
- 15% off all meeting room rentals

Package D: Fishstock Music Festival \$varies

Our signature annual fundraising event featuring well known bands from the class rock era. Two days of music, fun and fundraising supporting our fishing community and the community where we fish. Sponsorship opportunities include:

- Talent (Bands): \$500-40,000
- Family Events: \$500-2,000
- Shuttle Buses: \$500-1,200
- Event (Title Sponsor): \$15,000
- Event (Various Levels)
- Equipment or in-kind services
- Souvenir T-Shirts: \$500-1,000
- Volunteer T-Shirts: \$500-1,000
- Food Concession Area
- Beverage Concession Area
- AV/Staging and Production
- VIP Area
- Fencing Ads (24"x 24" sign on each 8' segment of fencing-from \$150 each)

In-Kind Support

Opportunities to provide in-kind support through products and/or services are limited to those which will directly contribute to the specific components of the projects and programs managed by the HHOA. In-kind contributions will be considered on a case-by-case basis and can be used to increase the level of your sponsorship package or provide additional benefits. An example of the type of in-kind contributions that may be considered includes: repairs, maintenance, equipment, event support, promotional items, printing, administrative support, etc.

Sponsorship Contract 2012

(Please fill out and return to the contact listed below)

Sponsor Information

Company Name _____
(Please print as you wish it to appear in sponsorship recognition)

Contact Person(s) _____

Address _____

City _____ Province _____ Postal Code _____

Telephone (_____) _____ Fax (_____) _____

Email _____ Website _____

Sponsorship Authorized by _____

Signature _____

Gift in Kind Details (if applicable)

Service or item Description _____

Equal to value of \$ _____ Recognition Level Requested _____

Cash Sponsorship Details (if applicable)

Amount: \$ _____ Recognition Level Requested _____

Cheque Enclosed Will mail payment by _____

If you require a charitable tax receipt please make cheques payable to:

The Haliburton Highlands Resource Centre

All sponsorship forms and payments can be mailed, faxed or emailed to:

Haliburton Highlands Outdoors Association

P.O. Box 184
6712 Gelert Rd
Haliburton, ON
K0M 1S0

Email: hhoa@bellnet.ca

Fax(705) 457-9503

Phone: (705) 457-9664